

# **International Exhibition Committee**

## **Annual Conference 2003**



**Lockheed Martin Center for Leadership Excellence**  
**6560 Rock Spring Drive, Bethesda, MD 20817-1146**  
**9 April 2003**

**Public Law 102-484**

**National Defense Authorization  
Act for Fiscal Year 1993**

**SEC. 1082. LIMITATION ON  
SUPPORT FOR UNITED STATES  
CONTRACTORS.**

If a U.S. defense contractor requests DoD provide support in the form of military equipment for an international trade exhibition, the contractor agrees to reimburse the Treasury of the United States for:

- (A) All incremental costs of military personnel;
- (B) All incremental transportation costs incurred in moving such equipment.

# AUTHORIZATION FOR DIRECT PARTICIPATION

The Secretary of Defense must:

- (A) determine that it is in the national security interests;
- (B) provide to Congress, at least 45 days prior, a report:
  - (i) why the event is in our national security interest;
  - (ii) the implications on arms control; and
  - (iii) any other information the Secretary deems appropriate.

The Secretary of Defense may not delegate the authority to make the determination referred to in paragraph (1)(A) below the level of the **Under Secretary of Defense for Policy** USDP.

Department of Defense  
DIRECTIVE 7230.8

February 16, 1995

“Leases and Demonstrations of DoD  
Equipment”

# DEFINITION:

## International Airshows and Trade Exhibitions.

Events held outside the United States that are organized primarily for promoting the sale of aerospace and other defense products.

# DEFINITION:

## Direct DoD Participation.

The display or demonstration by DoD personnel of defense equipment, including displays that will be part of a DoD exhibit at an international trade exhibition.

Direct DoD participation also includes official speakers or panel

## DEFINITION:

Direct DoD Participation  
(continued).

Direct participation does not include DoD employees who attend such events as observers.

# DEFINITION:

## Levels of Participation:

**Level I:** multi-service, significant exhibition, equipment demonstrations, and industry support (\$300-800K).

**Level II:** single-service, limited exhibition and regional equipment demonstrations (\$50-300K).

**Level III:** official speakers only (\$0-

Conferences which are not part of a trade exhibition or events that consist only of demonstrations for public enjoyment including designated public days of international air shows or trade exhibitions, do not require USDP approval.

DoD Directive 5410.18 reference (b) and DoD Instruction 5410.19

Before being considered for approval by the USDP, direct participation in a particular event must be supported by:

- the relevant Combatant Command,
- the relevant U.S. Embassy, and
- the relevant Military Departments.

# **PRINCIPLE ROLES AND RESPONSIBILITIES**



# UNIFIED COMMANDER



The Secretary of Defense looks to the Unified Commander to establish the priority for participation at individual shows in a region and holds him ultimately responsible for planning and executing DoD support of a particular event.

Unified Commands, U.S. Embassies and MILDEPS must work closely on determining which events should receive support. Participation must be reserved for those events that provide

While DoD participation is highly desirable to event organizers, industry, the host country, and individual DoD agencies, it is not always in the U.S. national security interest to do so.

DoD activities must not commit, in any way, resources to an event prior to USD/P approval. Giving such false impressions places the USG in an embarrassing position should participation ultimately not be authorized.

A Unified Command recommendation made in response to last minute appeals, merely so others may participate should they so desire,

Unified Combatant Command shall submit written proposals for direct DoD participation to DSCA, through the Joint Chiefs of Staff at least **180 days** before the opening of an event.

This provides sufficient time to properly staff a decision package throughout the interagency, disseminate guidance, and schedule movement of the

Requests should include:

- A general description of the event.
- A list of equipment or technology for display.
- The national security interest.
- The possible implications for arms control efforts.
- The estimated costs of participation.

# The Unified Combatant Commander shall:

- Plan, coordinate, and execute direct DoD participation.
- Issue participation and public affairs guidance.

# The Unified Combatant Commander shall:

- Provide to DSCA, within 90 days following an event, a consolidated after-action report listing:
  - DoD equipment leased for the event.
  - The equipment at the event and costs incurred, including crew, fuel, display booths, and any other costs that would not have been incurred had DoD not participated in this event.

# Sample Cost Reporting Spread Sheet

**XYZ Air Show 2003**  
**USCOCOM (Notional Data)**

<b>Equipment Costs:</b>	<b>Cost/fit hr</b>	<b>Training</b>	<b>Non-Training</b>	<b>Training</b>	<b>Non-Train</b>
		<b>Flight Time</b>	<b>Flight Time</b>		
* F/A-18F (2)	\$0.00	10	0	\$0.00	\$0.00
C-17	\$0.00	10	0	\$0.00	\$0.00
* S-3B	\$0.00	10	0	\$0.00	\$0.00
* CH-47D	\$0.00	10	0	\$0.00	\$0.00
* C-40	\$0.00	10	0	\$0.00	\$0.00
* P-3C	\$0.00	10	0	\$0.00	\$0.00
* F-16C (2)	\$0.00	10	0	\$0.00	\$0.00
* F-15E	\$0.00	10	0	\$0.00	\$0.00
* UH-60L	\$0.00	10	0	\$0.00	\$0.00
			<b>Total Cost:</b>	\$0.00	<b>\$0.00</b>
* All aircraft logged flight time as Training					
<b>Technical Exhibit Costs:</b>					
DoD Technical Booth					<b>\$0.00</b>
<b>Direct Support Costs:</b>					
	<b>#Crew</b>	<b>Per Diem</b>	<b>Travel</b>	<b>Other</b>	
F/A-18F	0	\$0.00	\$0.00	\$0.00	
F/A-18F (Support)					
C-17					
C-40	0	\$0.00	\$0.00	\$0.00	
S-3B	0	\$0.00	\$0.00	\$0.00	
P-3C					
F-16C					
F-15E	0	\$0.00	\$0.00	\$0.00	
CH-47D	0	\$0.00	\$0.00	\$0.00	
Security	0	\$0.00	\$0.00	\$0.00	
USCOCOM REP	0	\$0.00	\$0.00	\$0.00	
DSCA	0	\$0.00	\$0.00	\$0.00	
ODC Costs	n/a			\$0.00	
Transport Costs	n/a		\$0.00	\$0.00	
<b>Totals:</b>		\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
				<b>Total DoD:</b>	<b>\$0.00</b>

## **APPROVE**

- BUDGET
- US EMBASSY SUPPORT
- PREP MILDEPS
- DoD PARTICIPATION

**JUSTIFICATION TO DSCA**

## **EXECUTE**

- ON-SCENE COMMANDER (0-6)
- COORDINATE ARRIVAL
- IN-BRIEF
- OPNS/LOG SUPPORT
- CREW SPT CENTER
- INDUSTRY LIAISON
- PUBLIC AFFAIRS
- MIL-TO-MIL CONTACT

## **PLAN**

- LIAISON WITH ORGANIZERS
- ID EQUIPMENT
- ID SUPPORT
- TASKING MSG (EQUIP,C2)
- SITE SURVEY

## **AAR**

- LESSONS LEARNED
- CAPTURE COSTS
- EVALUATE OBJECTIVES

## Budgeting:

In order to complete this mission, the Unified Command must budget O&M funds in support of the ODC mission. If an event is worth supporting, it is worth funding.

FMS Admin money will not be used in support of direct participation. Direct support activities must be funded with O&M and/or R&D funds.

FMS Admin funds can, however, be used to pay for the travel and support of those individuals who have FMS related business to attend to,

**US EMBASSY**

The Embassy shall:

- Issue a message requesting participation.
- Coordinate with Unified Command, MILDEPS, DSCA and Industry to assure the following:

- Site Survey
- Country Clearances
- Layout
- Security
- Lodging
- AEA Waiver Request

- Crew Support / Force Protection
- Medical Support Plan / Team
- Senior Leadership Support
- Transportation
- Communications
- Special Event Coordination

## **APPROVE**

- SUPPORT REQUEST
- BUDGET REQUEST

## **EXECUTE**

- COORDINATE ARRIVAL
- WELCOME PACKETS
- OPERATE SPT CENTER
- VIP SUPPORT/ESCORT
- COORDINATE EVENTS
- HOST NATION/ INDUSTRY/ USG LIAISON

## **PLAN**

- WORKING GROUP
- ID REGIONAL/USG INTERESTS
- ID US INDUSTRY INTERESTS
- ASSIST CINC W/ SITE SURVEY
- LIAISON WITH ORGANIZERS

## **AAR**

- LESSONS LEARNED
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# MILITARY DEPARTMENTS



# The Secretaries of the Military Departments shall:

- Provide a POC for event planning and execution.
- Assist the Unified Commander in determining events to be considered for direct participation.
- Assist the Unified Commander in identifying and coordinating participation of

- Approve all DoD equipment leases and inform DSCA.
- Identify and coordinate senior ranking officer attendance.
- Coordinate participation in exhibition hall displays.

- Provide Unified Command, within 60 days following an event, a report listing:
  - DoD equipment leased for the event.
  - DoD equipment at the event and costs incurred, including crew, fuel, display booths, and any other costs that would not have been incurred had the Military Department not participated.
  - The total cost charged to training budgets.

# DSCA



DSCA shall:

- Manage DoD policy.
- Provide oversight.
- Prepare and coordinate the approval package.
- Issue Congressional notification letters.

- Issue approval notification and participation guidance.
- Coordinate conference calls.
- Issue authorization for actual expenses (as required).
- Maintain historical records and expense data.
- Act as liaison between DoD and Industry.



Industry shall provide when agreed upon:

- An industry POC to act as liaison with DoD
- Crew lodging, rations and local transportation
- Crew Operations Center
- Communication equipment
- Security funding

- Plan, coordinate for senior leadership support
- Corral passes
- Aircraft display signs
- Flight line transportation (as required)
- Ramp and handling fees for aircraft
- Flight demonstration offset

# Contact Us

[raymond.lynn@dasca.mil](mailto:raymond.lynn@dasca.mil)

[w.dsca.osd.mil/programs/air\\_trade\\_shows/default.h](http://w.dsca.osd.mil/programs/air_trade_shows/default.h)

[epperson@aia-aerospace.org](mailto:epperson@aia-aerospace.org)

[www.aia-aerospace.org/index.cfm](http://www.aia-aerospace.org/index.cfm)